



HOW TO USE LINKEDIN ANALYTICS FOR B2B AUDIENCE

LinkedIn is one of the most popular social networking sites on the internet. It has over 500 million members and is used by professionals around the world to connect with one another. Companies can use LinkedIn to market their products and services to potential buyers and customers, generate leads, and drive sales. In this article, we'll show you how you can use LinkedIn Analytics for B2B audience to improve your marketing results.

LinkedIn Analytics is a powerful tool that you can use to measure the effectiveness of your marketing efforts. It can help you identify the strategies that are most effective for your business and find ways to improve your campaigns. We'll show you how to set up an Analytics account and set up some basic reports to help you learn more about your audience and improve your marketing campaigns.

SET UP AN LINKEDIN ANALYTICS ACCOUNT

To set up an Analytics account,

- You'll need to log in to your LinkedIn account and click on the "**Analytics**" tab on the menu bar.
- Then, click on "**Create an account.**" You'll need to provide your name and email address and choose a password to complete the setup process
- You'll also need to **choose the time zone** for your Analytics account. This controls the time range for all of your reports, so it's important to choose one that corresponds with the time when the majority of your prospects and customers are likely to view your marketing campaigns.
- Next, you'll need to give **your account a name** and assign it an owner typically this will be you, if you're the only person in your organization who will be using Analytics for LinkedIn.
- To create a new view, click on your profile photo in the upper-right corner of the page and select "Analytics." From there, **select "Create View"** from the left-hand menu; this will bring you to a new screen where you'll be able to give your new view a name and description.
- Once you've created your new view, you'll need to set it up so you can start gathering data and analysing it. To do so, click on the settings icon to the right of the view name you've just created. The Settings screen will show you the basic information about your view, including how many people viewed it in the last day, total members on your network, how many leads your members generated in the last month, and a breakdown of the percentage of those leads that came from first-

degree connections vs. second-degree connections.

- The Settings screen will show you the basic information about your view, including how many people viewed it on the last day, the total members on your network, how many leads your members generated in the last month, and a breakdown of the percentage of those leads that came from first-degree connections vs. second-degree connections.
- The icon in the upper-right corner of the screen will display the actions you can perform with your analytics data, including sorting, filtering, and exporting the data to other analytic platforms.
- You can click on these icons to jump directly to the actions you can take. In the Reports tab, you can generate different reports on your network by viewing the various options on the left side of the page.
- You can also schedule report notifications and get daily alerts on particular metrics that you're interested in tracking.
- Finally, in the Communications tab, you can view communications from LinkedIn that you have received along with member suggestions to help improve your profile. You can also adjust your profile settings by clicking on the options on the right-hand side of the page.
- Click on the icon in the upper right corner of your screen to access all of your profile's settings and adjust them accordingly. Also, you can use the various filters available on the right side of the

page to get information on specific members or companies.

CONCLUSION:

This is a broad-level strategy that leaves you lots of room to trace down more precise strategies. LinkedIn offers a lot of opportunities and is the ideal resource for B2B marketing.

But without the right knowledge, it becomes just another time-sucking social network. Next time you're on LinkedIn, spend at least thirty minutes doing some advanced searches or group searches, and see if you don't come up with at least five prospects.

It's a start, and it could very well turn into your next B2B sale.

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